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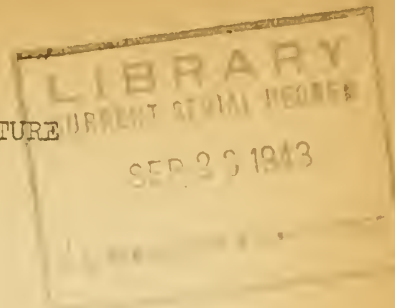
U S DEPT OF AGRICULTURE

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UNITED STATES DEPARTMENT OF AGRICULTURE

Director of Information

Washington 25, D. C.



September 17, 1943

OFFICE OF INFORMATION MEMORANDUM NO. 56

Supplement No. 1

^A OWI Clearance of Graphic Material

The Office of War Information recently issued the attached OWI Regulation No. 7 requiring that requisitions for printing of posters and graphic material when submitted to the Government Printing Office must be accompanied by OWI Form No. 172. The reasons for issuance of this regulation are indicated in the attached copy of Elmer Davis' memorandum of September 3. Copy of OWI Form No. 172 is attached also.

Office of Information Memorandum No. 56 in paragraph 4 indicated that all printing requests and accompanying distribution schemes for posters, mats, and other graphics intended for popular use, should be sent to the Distribution Control Office after clearance with the Assistant Director in charge of Publications, Campaigns and Graphics. Graphic materials for such clearance may be sent to the Distribution Control Office, Room 459, Administration Building.

The required approval by OWI will be obtained by the Office of Information as soon as possible after the printing requests are turned over to the Distribution Control Desk. The OWI Form No. 172 will be filled out by the control desk and every effort will be made to obtain approval from OWI as quickly as possible. Information required should be submitted with the request for printing.

Attention is directed to the poster distribution plan outlined in paragraph 2 of Mr. Davis' memorandum of September 3 as a possible means of securing wider distribution of some graphic material.

Keith Himebaugh
Keith Himebaugh
Acting Director of Information

Attachments

OFFICE OF WAR INFORMATION

WASHINGTON

September 4, 1943

To The Heads of All Departments And Agencies:

Regulation No. 6, issued February 3, 1943, had limited distribution as it affected the activities of a single Agency.

OFFICE OF WAR INFORMATION

Office of the Director

September 3, 1943

OWI Regulation Number 7

To the Heads of All Departments and Agencies:

In order to improve service, avoid duplication, and prevent waste in public printing, in pursuance of an agreement reached between the Office of War Information and the Public Printer, the following regulation is issued by virtue of the authority vested in me by Executive Order 9182:

All requisitions for the production of posters and other graphic materials designed for distribution to the public, or to large groups, upon submission to the Government Printing Office, must be accompanied by OWI Form Number 172 certifying that such materials have been approved by the Office of War Information for content, style, use of color, quantity, and distribution. Requisitions for the materials described, lacking this approval, will not be accepted by the Government Printing Office.

Effective September 15, 1943.



Elmer Davis
Director

OFFICE OF WAR INFORMATION

Office of the Director

September 3, 1943


To the Heads of All Departments and Agencies:

The Office of War Information has perfected a number of arrangements to improve its services with regard to the preparation, clearance and distribution of posters and other graphic materials. These include:

1. A large pool of the country's most distinguished poster artists has made its services available to all Government agencies through this Office. This service is not intended to replace in any way the existing arrangements which your agency may now have with artists, but rather to supplement them.
2. This Office has developed a system of poster distribution utilizing 300,000 Boy Scouts on a regular fortnightly basis and has, in addition, a carefully prepared mailing list comprising some two million outlets for the distribution of posters. This distribution system is available to serve your agency.
3. An agreement has been reached between this Office and the Public Printer for the purpose of improving service, avoiding duplication and preventing waste in the printing of posters and other graphic materials. In pursuance of this agreement, I have issued OWI Regulation No. 7, a copy of which is attached. Attached also is a copy of OWI Form No. 172 (Application for Clearance of Graphic Materials), which is available in quantity from the Division of Poster Clearance, Office of War Information, Room 2408, 1400 Pennsylvania Avenue, N. W.

It would be appreciated if you would call this matter to the attention of the proper persons within your agency.

Very truly yours,



Elmer Davis
Director

Enclosures: 2

APPLICATION FOR CLEARANCE OF GRAPHIC MATERIALS

Office of War Information
Division of Poster Clearance
Room 2408, 1400 Pennsylvania Avenue, N. W.

Date submitted: _____

Submit in quadruplicate, with finished art or a good copy thereof exactly as it is to be sent to the Government Printing Office. Two copies will be returned to issuing agency...one of which must accompany art work and printing requisition to the Government Printing Office.

Title of Material _____

Total Quantity Needed _____ Sizes _____ No. of Colors _____

Proposed Display Date or Period _____

Purpose _____

Submitted by (Agency or Dept.) _____

Bureau or Division _____

Individual to Contact _____ Phone No. _____

General Group to be Reached: General Public Special _____

Coverage Desired: Nation-wide Rural Urban Special Areas _____

General Distribution Method: Direct Mail OTI Boy Scout Dispatch Bearers
Other _____

To be Paid For By _____

Clearance Granted as Follows:

1. Content _____
2. Mechanical Specifications _____
3. Quantity _____
4. Distribution _____

Remarks: _____

APPROVED BY: _____ DATE: _____

(Signed) _____ (Signed) _____
Chief, Office of Program Coordination Chief, Division of Poster Clearance

